MEASURE A IS BAD FOR CARLSBAD

Measure A allows an oversized, 500,000 square-foot shopping mall on the Agua Hedionda Lagoon. This L.A.-style development, with massive multistory buildings and parking garages, is nearly twice the density of Carlsbad's largest existing mall.

YEARS OF TRAFFIC CONGESTION

The developer projects this mall will draw shoppers from throughout the region, generating more than 24,100 new car trips daily on Interstate 5, Cannon, and nearby roads. But Caltrans says it cannot widen the highway or expand ramps for at least 19 years. Taxpayers could end up spending millions to fix these traffic problems.

SIDESTEPPED SAFEGUARDS

Spending over \$5 million on slick TV commercials and mailers, the L.A. developer is using Measure A to avoid California environmental law and Carlsbad's building standards, limiting citizen review and accountability. After failing to block a public vote, the developer convinced the City Council to call a special election, costing taxpayers over \$500,000, versus spending \$35,000 to vote in November.

BLANK CHECK

The developer has never provided detailed drawings of what will be built or disclosed specifics of land use. Incredibly, Measure A exempts the development from Carlsbad's existing general plan, zoning, grading, height and other regulations and prohibits any changes for at least 15 years -- even if the development creates unforeseen, costly problems.

MAKES MOCKERY OF OPEN SPACE

The Agua Hedionda Lagoon provides recreational opportunities that are part of Carlsbad's lifestyle. Measure A jeopardizes existing south-shore public recreational beach access rights. Measure A claims to protect open space, but about 90% of that open space is already permanently protected by Carlsbad voters. Measure A deceptively counts restaurants, markets, and parking lots as open space, while risking the lagoon's health and beauty.

Join us in voting NO on Measure A - it's BAD for Carlsbad.

ARGUMENT/REBUTTAL SIGNATURES
(The following statement is required by California Elections Code Section 9600.)

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